

**Channels used to deliver agricultural information and knowledge  
to smallholder farmers**

*Tumpe Ndimbwa*

**Centre for Foreign Relations, Tanzania**

*Kelefa Mwantimwa*

**University of Dar es Salaam, Tanzania**

**Faraja Ndumbaro**

**Information Studies Unit, University of Dar es Salaam, Tanzania**

**ABSTRACT**

This study examined the effectiveness of the channels used to deliver agricultural information and knowledge to smallholder farmers in Tanzania. A descriptive cross-sectional design alongside quantitative and qualitative approaches was employed to collect data from 341 respondents. While the data collected through the questionnaire was analysed by using Statistical Product and Service Solutions (SPSS) version 21, the data collected through the interview was analysed by using thematic analysis. The findings suggest that delivery of and access to timely and relevant agricultural information and knowledge, appropriately packaged, is one of the critical problems undermining smallholder farmers' efforts to increase their production. As a result, most smallholder farmers mainly depend on informal channels. Besides informal channels, farmer groups and demonstration plots are becoming popular channels to deliver and access agricultural information and knowledge. To make a difference in agricultural production, deliberate efforts should be made to enhance the delivery of agricultural information and knowledge.

**Keywords:** Agricultural knowledge, agricultural information, delivery mechanism, smallholder farmers, rural, Tanzania